

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL BELL     ) CASE NO.  
TELEPHONE COMPANY TO INTRODUCE CALLER ID    ) 91-218

O R D E R

On December 4, 1991, the Commission entered an Order approving South Central Bell Telephone Company's ("South Central Bell") Caller ID tariff subject to certain modifications concerning blocking requirements and advertising requirements. The Order also directed the same modifications be made to GTE South Incorporated's ("GTE South") Caller ID tariff. GTE South on December 20, 1991 and South Central Bell on December 23, 1991 requested rehearing of the Commission's Order. On January 7, 1992, the Attorney General of the Commonwealth of Kentucky, by and through his Utility and Rate Intervention Division ("Attorney General"), filed a response in opposition to the petitions for rehearing. On January 9, 1992, the Lexington-Fayette Urban County Government filed its response in opposition to the petition for rehearing.

Having considered the petitions for rehearing and the responses thereto, the Commission finds that rehearing on all requested issues should be granted. Rehearing will allow the Commission to consider all issues related to line blocking as well as other technologies available which may address the privacy issues raised by the provision of Caller ID. Additionally,

rehearing is granted to consider the appropriate means of consumer education which should be imposed.

Pending the final determination of rehearing, South Central Bell may provide Caller ID pursuant to the specifications ordered in Case No. 90-096.<sup>1</sup> GTE South's tariff for the provision of Caller ID service shall remain in full force and effect pending the final outcome of rehearing.

IT IS THEREFORE ORDERED that:

1. The rehearing petitions of South Central Bell and GTE South are hereby granted.

2. As of the date of this Order, South Central Bell may provide Caller ID service as set forth in Case No. 90-096, which states as follows:

(a) Per-call blocking shall be available free of charge to all South Central Bell customers and exchanges in which Caller ID service is to be offered.

(b) South Central Bell shall inform its subscribers of the availability of free per-call blocking through the provision of at least three bill inserts over a three-month period, one of which must be received by the subscribers prior to the availability of Caller ID service.

(c) South Central Bell shall file an advance copy of the bill insert with the Commission for its consideration.

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<sup>1</sup> Case No. 90-096, Tariff Filing of GTE South Incorporated to Establish Custom Local Signalling Service, Order dated October 8, 1990.

(d) Future directories of South Central Bell shall include information concerning free per-call blocking and directions for its use.

3. South Central Bell shall file with the Commission tariff sheets containing the requirements in paragraph 2 (a) and (d) within 20 days of the date of this Order which shall remain in effect pending the final outcome of rehearing.

4. GTE South shall provide Caller ID service in a manner consistent with its current tariff and the Commission's Order in Case No. 90-096 pending the outcome of this rehearing.

5. No later than February 7, 1992 South Central Bell and GTE South shall file testimony addressing all pertinent issues regarding rehearing including line blocking, as well as other technologies available which may address the privacy issues raised by the provision of Caller ID and consumer education proposals. This testimony shall also include a statement of the blocking requirements and consumer education requirements imposed in each jurisdiction which South Central Bell and GTE South provide Caller ID service.

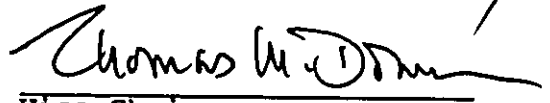
6. Intervenor testimony shall be filed no later than February 21, 1992.

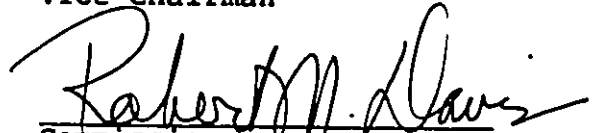
7. Data requests to all parties are due no later than March 5, 1992. Responses to all data requests shall be filed no later than March 19, 1992.

Done at Frankfort, Kentucky, this 9th day of January, 1992.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

  
Executive Director